



City Administrator's Report

October 2011

Dear Reader,

Each month, this report from the City Administrator's Office provides a brief summary and update of major activities, events, projects, and programs that impact the Santa Barbara community. Please share your comments and suggestions with us.

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Key Meetings

City Council	Tuesdays, October 4, 11, 18, and 25; 2 p.m.
Special Council Session	Thursday, October 6; 9 a.m.; Casa Las Palmas; 323 E. Cabrillo Boulevard

Community Events

Harbor and Seafood Festival	Saturday, October 8; 10 a.m.; Waterfront Harbor; www.SantaBarbaraCA.gov
Early Reader Book Party	Saturdays, October 8 and 22; Central Library; 10:30-11:30 a.m. www.SantaBarbaraCA.gov
Police Activities League Events: Boo at the Zoo	Friday, October 21; 4:30-9:30 p.m.; Saturday, October 22; 3:30-9:30 p.m.; Santa Barbara Zoo, 500 Los Ninos Drive
Halloween Spooktacular	Friday, October 28; 4:30-8:00 p.m. Boys and Girls Club; 632 E. Canon Perdido Street.

Flags on State Street

<i>American Institute of Architects</i>	September 26–October 7
<i>Community Arts Music Association</i>	October 7–17
<i>Domestic Violence Solutions</i>	October 17–24
<i>Council on Alcoholism and Drug Abuse</i>	October 24–November 4

City Administrator

Special Budget Work Session. Council will hold a special work session on the 2012 fiscal year budget on Thursday, October 6 at 9 a.m. at Casa Las Palmas, 323 E. Cabrillo Boulevard. Police Department staff will present the status of both police officer recruitments and the implementation of the expanded restorative policing program funded by the Redevelopment Agency. Staff will also present an update on ongoing budget imbalances in the general fund.

Aware and Prepare Public Service Announcements. Disaster preparedness public service announcements are now airing throughout Santa Barbara County. The public service announcements, collectively called Aware and Prepare, are the product of a partnership between the Santa Barbara County Office of Emergency Management and the cities of Santa Barbara, Buellton, Carpinteria, Goleta, Guadalupe, Lompoc, Santa Maria, and Solvang. The announcements will air in English and Spanish, and they will cover a range of disaster topics, including wildfires, tsunamis, earthquakes, family and neighborhood disaster plans, and pet preparedness.

Administrative Services

Get Involved in a City Board or Commission. The City is currently conducting the annual recruitment for the following boards and commissions:

- Access Advisory Committee
- Architectural Board of Review
- Arts Advisory Committee
- Building and Fire Code Board of Appeals
- Central Coast Commission for Senior Citizens
- Civil Service Commission
- Community Development & Human Services Committee
- Community Events and Festivals Committee
- Creeks Advisory Committee
- Downtown Parking Committee
- Fire and Police Pension Commission
- Harbor Commission
- Historical Landmarks Commission
- Housing Authority Commission
- Library Board
- Measure P Committee
- Neighborhood Advisory Council
- Parks and Recreation Commission
- Planning Commission
- Rental Housing Mediation Task Force
- Single Family Design Board
- Water Commission

The deadline to submit applications is Monday, October 17. Council anticipates holding interviews in November. For more information, call 564-5309 or visit www.SantaBarbaraCA.gov.

2011 General Municipal Election. The City of Santa Barbara will be holding a vote-by-mail general municipal election on Tuesday, November 8, for three City Council seats. Vote-by-mail packets will be mailed on October 11. The last day to register to vote is October 24. For more information, call 564-5309 or visit www.SantaBarbaraCA.gov.

Airport

Airport Receives Federal Grant. The Airport will receive a \$700,000 federal grant from the Airport Improvement Program to develop a new master plan. The new plan will focus on airfield safety improvements and facilities. Over the past ten years, the Santa Barbara Airport has received over \$65 million in grants that have funded airfield safety improvements and contributed to the funding of the Airport's new airline terminal. For more information, visit www.flysba.com.

Airport Terminal Improvement Project. Construction has begun at the Airport to build a new short-term parking lot and terminal roadway and to relocate the historic former terminal building and convert it to office space. As part of sustainability efforts, the construction will aim to reuse the red roof tile and reuse a majority of the concrete and asphalt for the new loop road and short-term parking lot. For more information, visit www.flysba.com.

August Passenger Count. The passenger count for August was 68,184, down 10.2% compared to August 2010. The total passenger count year-to-date of 489,019 is down 4.3% compared to the same period last year. On average, the highest capacity flights were aboard Alaska Airlines flights to Seattle (90.6%) and Frontier Airline flights to Denver (89.3%).

Community Development

Council Approves New Approach for Homelessness and Community Relations. The Subcommittee on Homelessness and Community Relations presented recommendations to Council in September, and Council unanimously approved the following:

- consolidating Bringing Our Community Home, Common Ground Santa Barbara and the Regional Homeless Advisory Committees into a regional homeless collaborative;
- directing Council and staff to participate in a planning workshop to be held in the fall;
- setting aside human service funding to support staffing of this new homeless collaborative;
- offering in-kind office space on the South Coast for the homeless collaborative.

Council also approved recommendations that direct City staff to work with the County on the selection of their new Homeless Management Information System and complete the education portion of the *Real Change Not Spare Change* program but suspend the alternate giving portion.

New Public Parking Lot in the Waterfront. Construction is underway for a new 30-space public parking lot at 217 Helena Avenue, near the intersection of Yanonali Street. The

construction project includes landscaping, lighting, two electric vehicle-charging stations, two motorcycle spaces, and wheelchair-accessible parking spaces and paths. The Redevelopment Agency provided funding for the lot, and it is expected to be operational by the end of the year.

Planning Commission Meetings. On October 16, the Commission will make decisions on projects involving a nine-lot subdivision and annexation at 457 N. Hope Avenue and a proposal for a Children's Museum at 125 State Street.

On October 13, the Commission will make a decision on a project involving a two-lot subdivision at 1550 and 1600 W. Mountain Drive, and may hold an environmental hearing on a project involving the removal of vegetation from the Andree Clark Bird Refuge.

Finance

Transient Occupancy Tax (TOT) Update. The TOT for August 2011 was up 6.5% from August 2010 and builds on the 7.9% growth in the same month last year. The warm summer months contribute to strong growth in hotel bed tax revenue, and about 45% of the City's TOT is generated from June through September. After the first two months of the fiscal year, the TOT is up 9.3%, or about \$126,900 above the adopted budget.

City of Santa Barbara Transient Tax Update - August 2011						
Month	FY 2010	Change Prior Year	FY 2011	Change Prior Year	FY 2012	Change Prior Year
July	\$ 1,393,219	-14.6%	\$ 1,571,324	12.8%	\$ 1,763,206	12.2%
Aug	1,474,189	-19.0%	1,591,121	7.9%	1,693,969	6.5%
Sept	1,106,152	-7.5%	1,154,834	4.4%		
Oct	944,230	-10.0%	1,058,405	12.1%		
Nov	672,636	-12.6%	752,641	11.9%		
Dec	588,594	-1.8%	651,909	10.8%		
Jan	685,633	0.8%	692,393	1.0%		
Feb	683,280	6.2%	742,361	8.6%		
Mar	823,759	8.4%	825,040	0.2%		
April	957,350	2.9%	1,060,466	10.8%		
May	1,001,965	6.0%	1,093,703	9.2%		
June	1,133,124	12.1%	1,264,961	11.6%		
FY Total	\$ 11,464,132	-4.8%	\$ 12,459,157	8.7%	\$ 3,457,175	9.3%
Budget					\$ 12,865,000	3.3%

Sales Tax Update. Sales tax for the June quarter, the last of the fiscal year 2011, grew 11.1% over the previous June quarter with collections of over \$4.7 million. Due to uncertainty about local spending, 1% was projected for the final quarter; however, sales tax came in much higher than anticipated. Cities and regions across the state also saw strong growth in the June quarter, with statewide sales tax up 10.3%. The June results pushed the City \$429,300 over the year-end estimate. For fiscal year 2011, sales tax receipts were \$17.58 million, representing 5.2% overall growth over fiscal year 2010 and comparable to the amount collected in fiscal year 2009.

City of Santa Barbara Sales Tax Update						
Quarter Ended	FY 2009	Change from Prior Year	FY 2010	Change from Prior Year	FY 2011	Change from Prior Year
Sept 30	5,123,439	-0.6%	4,255,906	-16.9%	4,423,839	3.9%
Dec 31	4,527,849	-11.7%	4,377,436	-3.3%	4,495,481	2.7%
Mar 31	3,822,921	-17.6%	3,838,812	0.4%	3,954,515	3.0%
June 30	4,068,849	-16.2%	4,232,565	4.0%	4,704,205	11.1%
Totals	\$ 17,543,057	-11.3%	\$ 16,704,719	-4.8%	\$ 17,578,040	5.2%

Electronic Waste Recycling. In celebration of America Recycles Day, the City is hosting an electronic waste event Friday and Saturday, November 11 and 12 from 8:30 a.m. to 4:00 p.m. in the Sears parking lot at 3845 State Street. Bring your old televisions, computers, laptops, keyboards, printers, mice, hard drives, fax machines, microwave ovens, DVD players, VCRs, cables and cords, telephones, cell phones, radios, shredders, stereo components, power supplies, tape and zip drives, and business and consumer electronic devices. **We cannot accept large appliances, toner cartridges, fluorescent bulbs, or batteries of any kind.**

Fire

Fire Prevention Week is October 9–15. Are you prepared? Smoke alarms are an important part of a home fire escape plan, but what if you could not hear the sound of the smoke alarm? People who are deaf or hard of hearing cannot rely on sound alone to alert them to smoke or fire. Because the majority of fatal fires occur when people are sleeping, it is important to have the necessary early warning to a potential hazard. Smoke alarms are available for people who are deaf or hard of hearing that use strobe lights to wake the person or vibration equipment which are activated by the sound of the smoke alarm.

Visit by Insurance Commissioner Dave Jones. State Insurance Commissioner Dave Jones will be touring burn areas and meeting with local officials in Santa Barbara on Thursday, October 6. Commissioner Jones will host a public town hall meeting at the County Administration building from 6:30-8:30 p.m. at 105 E. Anapamu Street. He plans to discuss insurance issues related to the Tea and Jesusita fires.

Tsunami Signs Information Meeting. The Santa Barbara City Office of Emergency Services will be hosting a community information meeting on Wednesday, October 26, 6:30-8:00 p.m. at the Cabrillo Arts Pavilion, 1118 E. Cabrillo Boulevard to discuss the installation of tsunami signs. The signs will appear along the coast starting in November.

Fire Department Supports Cancer Awareness Campaign. During the month of October, the Fire Department will be joining the American Cancer Society's "Making Strides Against Breast Cancer" campaign. The aim of this program is to provide free patient services and create awareness about the disease. As a symbol of support, firefighters will wear pink t-shirts in place of the standard blue uniform t-shirts in October.

Library

With eBooks, the library comes to you! Last summer, library staffer Joe Cantrell checked out some vacation reading from the library. What made it notable is that he was 6,000 miles away in Brazil at the time. He was able to download quickly several books to his phone using his library card and free Overdrive software. eBooks are supported on iPhones, Androids, Blackberries, PCs and Apple computers. eBooks are also compatible with many eReaders, including the Kindle. For more information, visit the library website at www.sbplibrary.org.

Library Volunteers Honored. In observance of the National Day of Service and Remembrance, the Santa Barbara Public Library honored over 400 library volunteers at a breakfast celebration sponsored by the Friends of the Santa Barbara Library. During the last year, volunteers contributed 22,332 hours of service at the libraries, valued at \$477,011. Volunteers serve as adult literacy tutors and computer coaches; others volunteers work in the children's summer reading program, repair and shelve library materials, facilitate research projects, photograph library programs, and help with special events. This summer, volunteers known as book mappers relabeled hundreds of thousands of items at the Central, Eastside, and Goleta libraries in preparation for a new and improved checkout and inventory system.

Eastside Library Receives Grant for Children's Services. The Friends of the Eastside Library received a \$3,000 grant from the Santa Barbara Arts Commission. These funds will pay for children's programs and performers at the Eastside Library throughout the year.

Parks and Recreation

Annual After-School Celebrations. Join us at Adams School on Thursday, October 20 from 5:15-6:30 p.m. for an event to support quality after-school programs. This year's theme, "Keep the Lights On", seeks to enlighten and educate families on after-school activities. Display tables, activities, student performances, and healthy snacks will be part of the festivities. The Recreation Afterschool Program will host parent play dates at four school sites (Adams, Monroe, Roosevelt and Washington); After School Opportunities for Kids will host open houses at Adams, Adelante, Cleveland, Franklin, Harding and McKinley elementary schools. For more information, call 560-7552.

Hundreds Enjoy Free Classes at the Carrillo Recreation Center. The Carrillo Recreation Center's open house week was a huge success with over 750 people enjoying a selection of 54 free adult and youth classes. Instructors and class participants gave very positive feedback about the recently-completed building renovation.

Game, Set, Match. The 15th Annual Santa Barbara City Tennis Championships will be held Saturday and Sunday, October 15-16 at the Municipal Tennis Facility at 1414 Park Place. The public is invited to come and watch the championship games. For more information, please call 564-5573. To sign up to play in this event, visit [Santa Barbara City Championships](http://SantaBarbaraCityChampionships.com).

Day of Caring Park Cleanup. Over 200 volunteers and City staff came out to Bohnett and Shoreline parks for United Way's 20th annual Day of Caring. Volunteers weeded and mulched playgrounds, painted handrails, raked pathways, and removed trash from Old Mission Creek. The City would like to thank all the staff and community members who came out to help.

Creek Week Wrap-up. Santa Barbara's 12th Annual Creek Week took place September 17–25. Over 1,200 community members participated in beach and creek cleanups, collecting 6,114 lbs of trash and 1,095 lbs of recyclables at 30 sites. Creek week is coordinated by the City and County of Santa Barbara, the cities of Carpinteria and Goleta, and UCSB.

Police

Restorative Policing Update. With the recent augmentation of the Restorative Policing Unit, Officer Craig Burleigh joined the team to assist Officer Keld Hove with finding housing solutions for some of Santa Barbara's homeless residents. The following case study exemplifies Officer Burleigh's effectiveness in his new position as a restorative police officer.

- A 56-year-old male was arrested 77 times in the past eleven years, 47 of those arrests occurring in the last six months and a majority of them for public intoxication. Many of those arrests also resulted in expensive hospital treatments and multiple jail bookings. Officer Burleigh met with the subject several times and was able to connect him with friends to relocate to the Pacific Northwest.

Community Service and Restorative Outreach Staffing Update. The Police Department has been interviewing candidates to fill six Community Service Liaison positions and three Restorative Outreach Specialist positions. The Specialists will be working closely with the Restorative Outreach team to assist the homeless population to find healthier options for their current living conditions. The Community Service Liaisons will be assigned to three general locations: the Milpas Street corridor, the beachfront area, and the State Street corridor. The Liaisons will make contact with business owners, property owners, residents and visitors and establish lines of communication with the Police Department.

Credit Card Thief Arrested. Santa Barbara Police detectives have arrested a woman who distracted elderly people at grocery stores and stole their credit cards, running up charges for expensive electronics. Detectives reviewed surveillance footage and coordinated with loss prevention personnel from local businesses and officers from other law enforcement agencies in order to capture the suspect. Detectives also used the media to publish pictures of the suspects.

Tagger Arrested. Police officers arrested a man who has been identified as responsible for approximately 26 graffiti taggings that amounted to approximately \$7,600 in damage. The suspect is thought to be a member of a tagging crew responsible for numerous tagging incidents throughout the city. Detectives are continuing the investigation in an attempt to locate and identify additional suspects or other tagging locations. Graffiti Tracker, a computer database that allows law enforcement to monitor graffiti, has been extremely helpful because it has aided detectives to identify locations within the city that have been tagged.

Public Works

Free Water Musical Assemblies for City Schools. The City and County of Santa Barbara are sponsoring free water musical assemblies to elementary schools, provided by "Shows that Teach." These assemblies lead students on a journey of the water cycle, how water arrives at their tap, and how to conserve water. The assembly, titled "H2O, Where Did You

Go?”, has already been performed at Notre Dame, Hope, Monroe, Harding, McKinley, and Franklin schools. For more information, call 897-2672.

Water Main Replacement Updates. As part of the ongoing water system maintenance, the City will be replacing water mains at the following locations:

- Portions of Ventura Street, Valencia Drive, and Verde Vista Drive; scheduled to be completed by the third week of October.
- 300 and 400 blocks of West Pueblo Street; will continue through October.
- 2000 and 2100 blocks of Castillo Street; will begin in October.

A construction schedule for the project is in development, and residents will receive a 72-hour notice prior to the start of construction. Water main replacement will continue at nineteen locations throughout the City. Construction is expected to last six months, weather permitting. The City replaces about 1% of all water main lines every year to ensure proper water quality and reliability to residents. If you have questions, please call 564-5508 or visit www.SantaBarbaraCA.gov.

Annual Street Maintenance. The Streets Maintenance Program, funded by Measure A and the Utility Users Tax, continues work in the downtown area. Street maintenance work consists of cleaning and sealing some of the City's main streets, including Chapala, Anacapa, Carrillo, and Haley Streets, Cabrillo Boulevard east of State Street, and portions of Castillo, Garden, and Milpas Streets. Crews are also conducting pavement maintenance at selected parking lots within the City. Construction commenced in early September and will be completed by mid-November. For further information, please call 564-5450 or visit www.SantaBarbaraCA.gov.

New Maintenance Approach Results in Reduced Sewer System Spills. For several years, the City of Santa Barbara has undertaken extensive measures to minimize the number of sewer collection system spills, including frequently cleaning and replacing the pipes to prevent blockages and overflows. This year, the City has reduced the number of spills by 89%. The collection system's most recent performance is in line with the highest performing wastewater collection systems in the State, or two to four spills per 100 miles of pipe per year. The City is continually reviewing and improving the maintenance and repair program for the sewer collection system and anticipates an even lower spill rate in the future. The City continues to balance maintenance and repair efforts with available funding. For more information about the City's sewer system, please call 564-5412.

Waterfront

Marina One Replacement Project Update. The multi-phased reconstruction of the Marina One docks resumes in October. This upgrade replaces the docks built in the 1970's with a state-of-the-art docking system and new utilities. One phase will be constructed every year over the next eight years until all 592 docks are replaced.

Harbor Patrol Aids in Insurance Fraud Bust. The California Department of Insurance Fraud recently coordinated with Harbor Patrol to serve a felony warrant on an individual living aboard his boat. The state detectives developed a joint tactical plan that included maintaining the safety of nearby boaters as the warrant was served. Three Harbor Patrol officers received a

commendation letter from the California Department of Insurance Fraud for their professionalism and willingness to assist.

Harbor and Seafood Festival. The Harbor and Seafood Festival celebrates its 10th anniversary on Saturday, October 8 from 10 a.m. to 5 p.m. Come and enjoy fresh crab, lobster, oysters, shrimp, albacore, paella, sea urchin, seafood gumbo, clam chowder, and fish tacos. After you eat, take a tall ship or Coast Guard cutter tour and enjoy live music, touch tanks, arts and crafts vendors, free boat rides and maritime education booths. Festival admission is free, so bring the whole family for a day at the harbor.